

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:2591
ANSWERED ON:18.03.2008
EXPORT OF INDIAN TOYS
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether India's share in the International Toy Market is negligible;
- (b) if so, the reasons therefor; and
- (c) the steps taken by the Government to provide incentives/assistance to the domestic toys industry to increase India's export of toys in the International markets?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY(SHRI JAIRAM RAMESH)

(a) to (c): India's share in global toys market is 0.05% .Most of the units operating in this sector are micro and small enterprizes.Ministry of Micro, Small &Medium Enterprises is implementing programs for the micro and small enterprises including toys industry.Such programs , inter-alia, include assistance for participation in international exhibition/ fairs, reimbursement for obtaining bar code certification, organizing training programmes for packaging for exports, assistance for technology upgradation under Credit Linked capital Subsidy Scheme (CLCSS), incentives for obtaining ISO/ 9000-14001 etc. Testing facilities have been created at Regional Testing Centers at New Delhi and Mumbai. Besides, financial assistance is also provided to toy exporters for participation in international fairs and Buyers – Sellers Meets (BSMs) etc through Sports Goods Export Promotion Council (SGEPC).